

OPINION OF COOLNESS

NORTHWIND		
	New Ad/ New Product (Green)	Test Marketed Ad/ Test Marketed Product (Blue)
N =	402	234
	%	%
<u>Like It</u>	76	62
Like it very much	50	40
Like it slightly	26	22
Neither like nor dislike it	8	11
<u>Dislike It</u>	16	27
Dislike it slightly	9	14
Dislike it very much	7	13
Don't know	*	-
Average	4.0	3.6

*Less than 0.5%

QUESTION: And, how did you like the coolness? Did you... (READ LIST)?

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